

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 6, 1997

RJR Account #023880
Mr. D. Beaudet
ASSOCIATED GROCERS

APRIL DORAL BOX 100 B1G1F / PROMOTION #700447

Dear David:

DORAL B1G1F *pre-sleeved* product has been ordered (see quantities listed below), as well as **75** skus of 4-carton displays (item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

| <u>B1G1F</u> | <u>STYLE</u> | <u>UPC Code</u> |
|--------------|---------------------|-----------------|
| <u>5</u> | Full Flavor Box 100 | 12300-23993 |
| <u>5</u> | Light Box 100 | 12300-23994 |

SMS # 7085-0664

Product PO #G10911DB ; Displays G10921DB

Product / Premium Arrival: March 31, 1997

Ship Date to Retail: Week of: April 7, 1997

SKU CUBE: 0.2618

SKU WT (w/o Product): 0.7600 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 2 Savings Cartons

EFT \$ Amount: \$895.86

Non-EFT \$ Amount: \$N/A

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-2-

B1G1F
ASSOCIATED GROCERS

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 *pre-sleeved* B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$35.00 (2.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: C. Deshanes
RJR / H. Battle

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORBOX.DOC

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WHOLESALE: 023880 ASSOCIATED GROCERS

INSTRUCTIONS: DORAL BOX BIG1F INTRODUCTION:

DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100

SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

| Supplier | Account | Territory | Name | Address | City | State | Chain ID | CCF | Volume |
|----------|---------|-----------|-----------------------|----------------------|-----------------|-------|------------|------|--------|
| 90057 | 113857 | 1623 01 | P E ST MARIE'S STORE | MAIN ST | NORTH TROY | VT | | A 12 | 150 |
| | 113967 | 1623 01 | KEELER BAY VARIETY | RT 2 | SOUTH HERO | VT | | A 12 | 110 |
| 90433 | 623843 | 1623 01 | A AND B BEVERAGE | ROUTE #2 | GRAND ISLE | VT | | A 24 | 189 |
| 90032 | 105195 | 1638 01 | ALDRICH'S MARKET | MAIN STREET | NORTH HAVERHILL | NH | | A 12 | 204 |
| 90061 | 105247 | 1638 01 | TOP-OF-THE-HILL STOR | ROUTE 135-DALTON | WHITEFIELD | NH | | A 24 | 139 |
| 10281 | 105252 | 1638 01 | VILLAGE GROCERY | MAIN ST | BETHLEHEM | NH | | A 12 | 85 |
| | | | | STORE #10281 | | | | | |
| 10134 | 113753 | 1638 01 | BUDBOS INC. | 84 MAIN ST | NEWPORT | VT | | A 24 | 209 |
| 90215 | 290293 | 1638 01 | HALL'S HANDY MART | 13 MILL ST | HARDWICK | VT | | A 24 | 176 |
| 10057 | 633097 | 1638 01 | SAMS SUPERMARKET | 21 JEFFERSON RD | WHITEFIELD | NH | | C 12 | 159 |
| 90627 | 75253 | 1638 02 | T-BIRD MINI MART | ROUTE #202 | ANTRIM | NH | 5486-00-00 | A 24 | 258 |
| 90090 | 104143 | 1638 02 | CARRS STORE | RT 101 | DUBLIN | NH | | A 12 | 104 |
| | 104145 | 1638 02 | WAYNOS FOOD MART | #10258 | ANTRIM | NH | | C 24 | 123 |
| | | | | MAIN STREET | | | | | |
| 10349 | 104413 | 1638 02 | DELAY INC. #349 | ROUTE 31 | GREENFIELD | NH | | A 24 | 163 |
| 10194 | 724665 | 1638 02 | SILVAMART | 738 ELM STREET | MILFORD | NH | | A 24 | 293 |
| | | | | P.O. BOX 25 | | | | | |
| 90625 | 44708 | 1638 03 | T-BIRD MINI MART | 24 ROCKINGHAM ST | BELLOWS FALLS | VT | 5486-00-00 | A 24 | 150 |
| 10182 | 104119 | 1638 03 | RALPHS SUPER | MAIN ST | CHARLESTOWN | NH | | A 12 | 180 |
| 90229 | 229253 | 1638 03 | CHESTER GENERAL | RTE 103 | CHESTER | VT | | A 00 | 55 |
| 90622 | 381082 | 1638 03 | T-BIRD MINI MART | 465 WEST ST | KEENE | NH | 5486-00-00 | C 24 | 875 |
| 90626 | 707369 | 1638 03 | T-BIRD MINI MART | ROUTE 119 | HINSDALE | NH | 5486-00-00 | C 24 | 7800 |
| 90263 | 907480 | 1638 03 | T-BIRD MINI MART | 50 CLINTON ST | SPRINGFIELD | VT | 5486-00-00 | A 12 | 290 |
| 90628 | 586256 | 1638 04 | T-BIRD MINI MART | 225 WASHINGTON ST | CLAREMONT | NH | 5486-00-00 | C 24 | 1200 |
| 90442 | 613485 | 1638 04 | PATTERSON GROCERY | ROUTE 10 | ORFORD | NH | | A 24 | 181 |
| 10240 | 755242 | 1638 04 | PROCTORS STORE | RT 4A | ENFIELD CENTER | NH | | A 12 | 103 |
| 10465 | 318158 | 1638 05 | CUSTEAUS MKT | RT 111 SHOPPERS VILL | EAST HAMPSHIRE | NH | | A 24 | 228 |
| 90512 | 104991 | 1638 06 | BOB'S KWIK CHEK | S. MAIN ST. ROUTE 3A | PLYMOUTH | NH | | A 24 | 170 |
| 10029 | 420661 | 1638 06 | COLONIAL VILLAGE MKT | PARK AVENUE | CONTOOCCOOK | NH | | C 24 | 400 |
| | 702881 | 1638 06 | LIBERTY ROCK COUNTRY | RR 1 BOX 8 | GRAPTON | NH | | A 12 | 100 |
| | 724756 | 1638 06 | GREENS CORNER STORE | RTE 162 | CENTER HARBOR | NH | 2794-02-00 | A 24 | 140 |
| 90513 | 755134 | 1638 06 | TENNEY MT. KWIK-CHECK | TENNEY MTN RD | PLYMOUTH | NH | | A 24 | 220 |
| 10113 | 104261 | 1638 07 | BEECHMONT MARKET | 609 S BEECH ST | MANCHESTER | NH | | A 04 | 185 |
| 10145 | 104284 | 1638 07 | TEMPLE FOOD MART | 121 BAKER ST | MANCHESTER | NH | | A 24 | 135 |
| 10350 | 643528 | 1638 07 | ABBOTTS MKT. #10350 | 436 D.W.HWY. | MERRIMACK | NH | | A 24 | 196 |
| | | | | RT.3 | | | | | |
| 10453 | 445687 | 1638 08 | GOBINS TOWN & CTY. | #10453 | GOFFSTOWN | NH | | A 12 | 80 |
| | | | | 4 MAIN STREET | | | | | |
| 10136 | 691347 | 1638 08 | AUBURN MARKET #1 | 289 CHESTER RD | AUBURN | NH | | C 24 | 163 |
| | 114034 | 1638 09 | JAQUE'S STORE | MAIN STREET | HUNTINGTON | VT | | A 00 | |

Total Accounts

35

4.6

= 175 SKUs

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70 Displays